FAX

R. J. Reynolds Tobacco Co.
400 Raritan Center Parkway
Edison, N.J. 08837

Date 4/14/97

Number of pages including cover sheet 4

To: King Vending Co., Inc.

Joe Cifune

Phone

Fax Phone **201-939-4102**

CC: **Greg Brown**
Henry Valderrama

From:

Lanny Wolfe

Phone **908-225-4774**

Fax Phone **908-417-9076**

Voice Mail **800-757-8255**
Ext.48795

REMARKS:

☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please comment

Attached is the information you will need to work the April Salem King .20 off per pack DPC promotion:

- Please black line and sticker all product .20 off per pack.
- Pack each display with 2 cartons of Salem King.
- Add to normal order for each account on the attached list week of Apr. 21st.
- **Please insure you take credit for all 2 discounted cartons of Salem for each display.**

If you have any questions please let me know.

Thanks,

Lanny

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Source: https://www.industrydocuments.ucsf.edu/docs/ghfy0000

R. J. Reynolds Tobacco Company Presents

April '97 **Salem Full Flavor King** DPC PROMOTION

Account: **King Vending Co., Inc. #334410**

Brand Promotion	Salem .20 off per pack 2 carton display

Display Packing	• 2 ctns Salem Full Flavor King
Disc Reporting	• Assign unique item# to Salem King .20 off per pack discounted product: two discounted cartons of Salem King at 200 sticks • Payment will be made based on the # of discounted cartons of Salem reported on disc during the promotion period
Allocation (cs)	• **No Product** Salem K(12M)
Delivery Date	• 4/21/97
EFT $ Amount	• 0.00
Displays	• 9
Display Assembly	• **Black line** and sticker **18** cartons of Salem King @.20 off per pack • Assemble blue 2 ctn. display #524012 • Place Salem riser card on display • Place 20 stickered packs in each display
Billing	• 2 Salem Kings @$2.00 per carton off invoice
Displays shipped to retail-procedures required to receive **.10 per ctn Plan G Category II payment:**	• Send a display and letter automatically to each account on attached list beginning 4/21/97 • Please cross out any account that refuses promotion and **sign, date, and return list to RJR for payment when all displays have been sent.**
You will be credited with the following estimated April monthly Category II payment if all displays are sent to accounts on attached list by April 30th:	• **$785.00***
Packing and shipping payment	• 28.00 per 12M case of Live product

*Must make Savings share of category goal (no more than 2% below base) to collect this $

Note:

Voice mail 800-757-8255 mail box #48795 if you have any questions

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KING VENDING CO. INC.						
SR	ACT #	NAME	ADDRESS-1	CITY	ST	ZIP
122106	273218	CAROL'S CORNER	334 UNION AVE	RUTHERFORD	NJ	7070
122107	537693	D&D DELI	5 MONTROSS AVE	RUTHERFORD	NJ	7070
122106	399864	JAHNS DELI	265 HACKENSACK	WOOD RIDGE	NJ	7075
122109	273128	JIMS DELI	21 GROVE ST	KEARNY	NJ	7032
122106	586824	JOANNS DELI	116 PARK AVE	EAST RUTHERFO	NJ	7073
122107	644026	PARKSIDE REST	141 SCHUYLER	KEARNY	NJ	7032
122107	274857	RAY'S VIDEO & PHOTO	672 MOUNT PROSPECT A	NEWARK	NJ	7104
122107	597095	TONY'S MEAT MARKET	848 SUMMER AVE	NEWARK	NJ	7104
122109	433152	VILLAGE SWEETS	18 RIDGE PARK DR.	KEARNY	NJ	7032
TOTAL		9				

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